



Win More Tenders – How to Prepare and Manage a Winning Bid

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Dear Delegate,

I am delighted to welcome you to your MyPD training course.

At MyPD, we are passionate about supporting your professional growth. Our courses are carefully designed to be engaging, practical, and relevant, ensuring that you leave equipped with valuable knowledge and skills that you can immediately apply in your role.

Throughout the course, you will have the opportunity to share experiences, collaborate with others, and explore new ideas in a supportive and stimulating environment. Our trainers are dedicated to creating an interactive and enjoyable learning experience, and we encourage you to make the most of your time with us by asking questions, participating fully, and embracing new perspectives.

Whether you are here to build upon existing strengths, tackle new challenges, or simply refresh your skills, we are here to support you every step of the way.

Thank you for choosing MyPD for your professional development.

I wish you every success on your learning journey.

Kind regards,
Reuben Carr
Training Manager





Getting the most out of your training

Zoom Joining Link

Topic: Win More Tenders – How to Prepare and Manage a Winning Bid

Join Zoom Meeting

<https://us06web.zoom.us/j/88534201411pwd=WnZWQ1UrTzlZbkZiWlV1NHhzMTFqZz09>

Please click the link above and Alison will admit you at 9:30AM

How to use Zoom Guide

All our courses are run exclusively via Zoom. If you are unfamiliar with Zoom and do not have it downloaded, you can find instructions on how to download and operate it via the link below.

[Zoom Guide](#)

Our loyalty discount

This discount entitles attendees to a 20% discount on any future conference/training course being run by MyPD in the next 12 months.

Please quote code **EVENT20** at the start of your booking.

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Win More Tenders

How to Prepare and Manage a Winning Bid



Overview

Writing commercial bids in response to tenders is both challenging and time consuming. It helps to have a good understanding of the overall process, how your bid will be scored, and how to manage and write your content well, to get maximum scores. The overall aim is to win tenders bringing new contracts into your organisation in an efficient and effective way.

This course will walk you through all stages of the bid writing process so that you understand how to write good bids, how to get the best scores and best practice in the industry. Bids are usually subject to time, budget, and quality constraints, and you will learn what these are and how to work around them.

This training is interactive and uses case studies, discussions, exercises and break out rooms to help you practice new skills and polish existing ones. Your trainer will also have time to answer your specific questions.

Learning Outcomes

- Understand the process and how to decide whether to go ahead and invest your time in an opportunity.
- Learn how evaluators score submissions for bids.
- Understand bid best practice and save time preparing your content meeting tight deadlines.
- Engage and obtain relevant meaningful content from Subject Matter Experts
- Develop bid writing skills to create persuasive answers.
- Learn how to embed bidding best practice within your organisation to contribute to long-term success.

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Agenda

9:30	Registration and Overview
9:45	Part 1. What is the Bid Process? • What rules and regulations govern procurement and grants? • Overview of the process. • Understanding your buyers needs and how they score your bid. • Exercise – Bid/No Bid process. How to win more by finding prime opportunities • How to get your organisation tender ready. • Exercise – How to analyse a specification and pick out the key requirements
11:00	Break
11:15	Part 2. Writing persuasive content • The biggest mistakes and how to avoid them. • Exercise – Engage your reader from the first line by planning answers and writing powerful headlines. • Re-structuring bid responses for clarity and power. • Exercise – How to improve a bid response. • Bid and funding writing tips and tricks.
12:30	Lunch
13:15	Part 3. Bid management planning • Best practice and project management tools for bids. • How to manage tasks against time and budget restraints. • Getting your subject matter experts onboard and productive. • Understanding the importance of the clarification process. • Exercise – Sharing bid management best practice.
14:30	Break
14:45	Part 4. Making it work for you and your organisation • Building a long-term approach to bidding. • Using feedback to drive continual improvement. • A format for case studies – the ultimate evidence. • What is capture planning and using it to prepare for upcoming opportunities. • How to get the best from your wider team
16:00	Summary and Close *Programme Subject to Change

Trainer Profile: Alison Reeves



Alison Reeves is a seasoned bid writer, technical copywriter, and business writing trainer with over 30 years of experience. As the founder of The Bid Writer, Alison has specialised in writing and managing bids and tenders since 1995, helping businesses across the UK improve their win rates, streamline their tender processes, and increase revenue. Her expertise spans across a broad range of industries, providing tailored bid strategies, compelling content, and tender-ready documentation to clients of all sizes.

Alison's skill set includes writing persuasive proposals, managing bid processes, creating case studies, and developing bid libraries for repeat use. She also offers training in business writing, including courses designed to improve writing skills and boost tender success. Her ability to refine bid content and structure ensures that her clients consistently produce professional, compliant, and competitive bids.

In addition to her work as a bid writer, Alison is a technical copywriter and blogger at Eagle Words, where she writes engaging web content, promotional material, and technical documentation. She also offers customised business writing training to improve communication within organisations.

Before establishing her freelance career, Alison held key project management and IT planning roles at Grant Thornton and Wolverhampton Building Society, where she gained valuable experience in developing and managing large-scale systems and conducting staff training.

Alison's extensive background in project management, bid writing, and technical content has made her a trusted expert for organisations looking to improve their bid writing processes and overall communication strategies.

Your Needs, Your Training. Tailored Solutions for Every Client.

At PDG, we understand that every organisation has unique needs, that's why we offer tailored in-house training solutions to help your team develop the skills and expertise they need to thrive. Our in-house courses are designed to align with your organisation's specific goals, ensuring that your employees gain the knowledge they need in a way that is both relevant and impactful.

Our Process

Consultation

We begin with a comprehensive consultation to understand your audience, review existing challenges, and identify specific problem areas and desired learning outcomes.

Development

Our team develops a tailored training solution, leveraging subject matter expertise to create a proposal that aligns with your organisational objectives.

Proposal

We provide a detailed proposal that outlines the scope, costs, and terms, ensuring transparency and clarity for your decision-making process.

Pre-Delivery Meeting

We conduct a pre-delivery meeting with the trainer or subject matter expert allowing for necessary adjustments to ensure the training meets your expectations.

Delivery

The training is delivered by our qualified facilitators, focusing on engagement and interaction to enhance participant learning and retention.

Evaluation

We carry out a thorough evaluation to assess the effectiveness of the programme and gather feedback, ensuring alignment with your training goals and identifying opportunities for future enhancements.



BOOK A MEETING

to discuss bespoke courses
for your team

Woody Maxey-Graham

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PROFESSIONAL DEVELOPMENT
WE HOPE TO SEE YOU AGAIN SOON



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